



April 19, 2007

Contact: Brendan Kelley, President  
2041 Rosecrans Ave.  
El Segundo, CA 90245  
Phone: (888) 762-6138  
[bkelly@orchardsweet.com](mailto:bkelly@orchardsweet.com)

## Orchard Sweet Inks Deal With Seneca To Develop Better-For-You Candy

Los Angeles — Orchard Sweet Foods is pleased to announce it has signed a long term licensing agreement with the Seneca Foods Corporation (NASDAQ;SENEA/SENEB) to develop and market a full line of confections under the Seneca trademark. Both Orchard Sweet Foods and Seneca Foods Corporation are dedicated to introducing a line of products that are both healthy and appeal to today's educated consumers.

Seneca Foods posted sales of nearly \$1 billion in 2006 with such well-known consumer brands as Libby, Seneca, Stokely and a number of private label brands. Seneca Apple Chips with less fat, low sodium, no cholesterol and great taste make them the preferred choice among health-conscious consumers and the leader in the category.

As with all Seneca products, items in the Seneca Confections line will feature healthy ingredients and natural fruit products.

Brendan Kelley, Orchard Sweet Foods President, welcomes the partnership. "The confection industry reaches almost all trade segments, and there is no doubt there is room for healthier products," he says. "Today's shoppers are looking for treats with natural ingredients for themselves and for their children, and working with Seneca we will be able to provide products that taste great and are better for you."

Orchard Sweet Foods will premier a line of Seneca "better for you" confectionery products at the 2007 National Confectioners Association All Candy Expo in September.

For a healthier solution to snacking, American consumers can now turn to Seneca Confections by Orchard Sweet!

###

EDITOR'S NOTE: Interview opportunities are available with Orchard Sweet founders Ray Canik and Brendan Kelley. They can be contacted at [bkelly@orchardsweet.com](mailto:bkelly@orchardsweet.com) or by calling (888) 764-6668.